

RJ Reynolds
Tobacco Company
May 4, 1993

cc: JD
LB
KW
AE

G.H. MOULTON
Chain Accounts Manager

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To: M. A. Belniak
G. B. Brown ✓
J. H. Casey
G. R. Deschenes
T. J. Fitzin
M. R. Gambardella
J. C. Gresty
S. C. Grossberg
L. S. Justo
D. W. Keeney

F. L. Maney
J. L. Merusi
J. A. Miller
L. M. O'Connor
R. J. O'Rourke
G. M. Richardson
A. P. Scott
R. F. Segelke
C. M. Uffindell
D. T. Walsh

Subject: *7-Eleven - Summer Promotion*

In addition to the previously communicated information, the attached letter was distributed by Mr. Terry Lyons, Merchandise Manager, Northeast encouraging our Winston and Camel Promotions. The floor base promotions indicated are in addition to the CVC, and payments can be made locally. The \$25 indicated for the non-self-service floor display is the \$5 display payment with four renewals. This floor display, if placed, should be extremely visible and effectively communicate price reduction.

Should you have any questions, please feel free to contact me.

Thank you for your assistance.

GHM/pk

George H. Moulton

GHM/pk
att.

cc: E. M. McAtee
R. C. Farmer
R. F. Kane
B. G. Norman
P. E. Schmidt
M. A. Young

e:\valueadd\tr

"We work for smokers."

51847 6517